

What is claimed is:

1. A method of obtaining advice pertaining to a fitness-related activity, the method comprising the steps of:

- 5 accessing a central site via a network;
visiting a physical location associated with a fitness-related activity;
providing information identifying the location to the central site; and
receiving advice via the network from the central site pertaining to the fitness-related activity.

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2. A method of obtaining advice pertaining to consumption of at least one food or beverage, the method comprising the steps of:

- accessing a central site via a network;
visiting a physical location at which at least one food or beverage is served;
15 providing information identifying the location to the central site; and
receiving advice via the network from the central site pertaining to consumption of at least one food or beverage served at the location.

20 3. A method of obtaining advice pertaining to performance of an exercise, the method comprising the steps of:

- accessing a central site via a network;
visiting a physical location at which at least one exercise apparatus is present;
providing information identifying the location to the central site;
providing information identifying at least one exercise apparatus present at the
25 location to the central site; and
receiving advice via the network from the central site pertaining to use of the exercise apparatus.

4. A method of obtaining advice pertaining to an activity, the method comprising the steps of:

visiting a physical location associated with an activity;

accessing a central site via a network;

5 providing information identifying the location to the central site; and

receiving advice via the network from the central site pertaining to the activity.

5. The method of claim 4 wherein the method is a fitness-related activity.

10 6. The method of claim 4 wherein the advice pertains to performance of the activity.

7. The method of claim 4 wherein the advice discourages engagement in the activity.

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